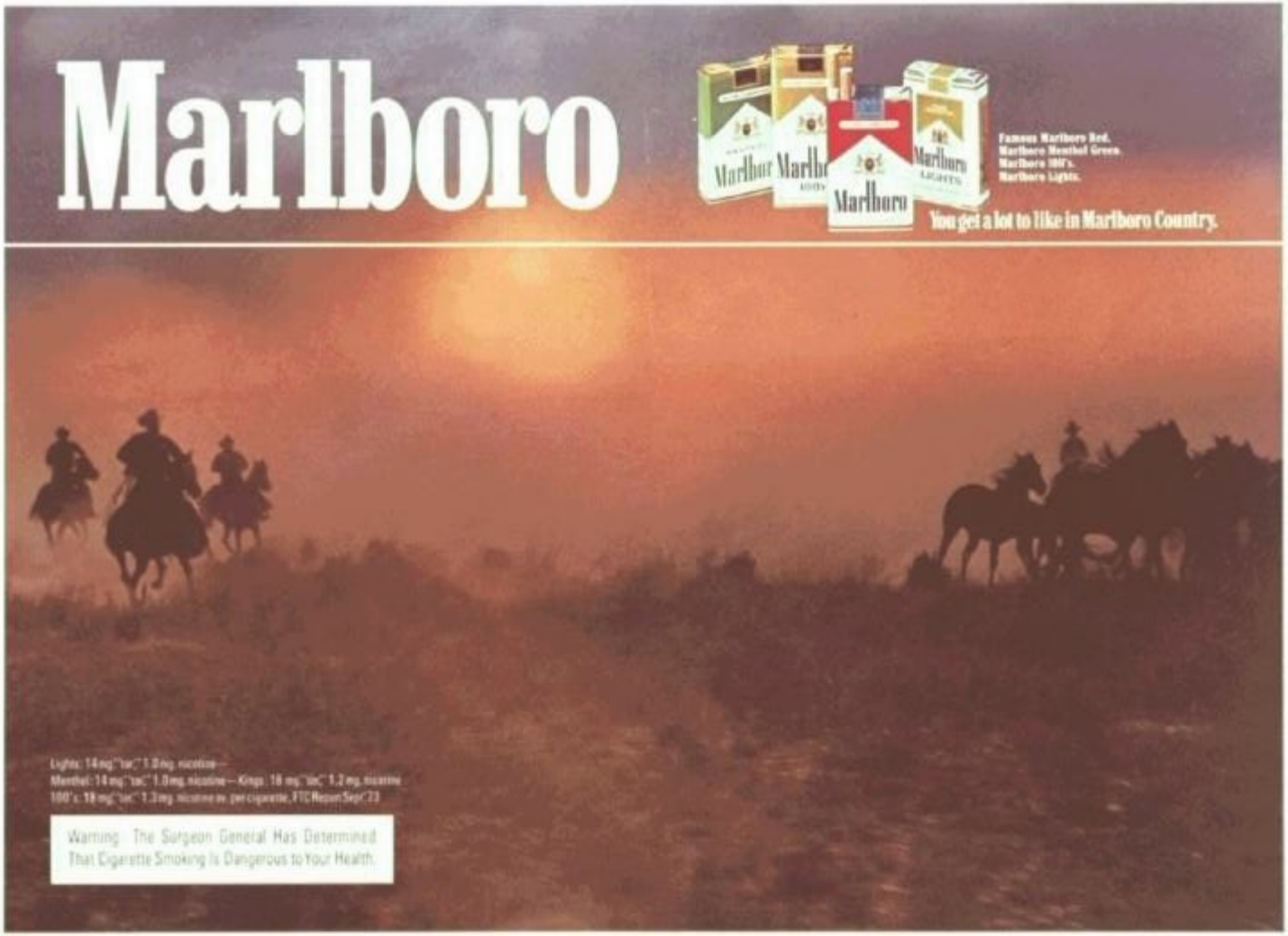
LEO BURNETT U.S.A.
Ad No. 3063R – Fireball – Req. No. 91120 – Bleed Spread, 4/c – 10½ x 7⅝ inches – Jet, 1974 (A)
Printed in U.S.A.


Marlboro
Famous Marlboro Red.
Marlboro Menthol Green.
Marlboro 100's.
Marlboro Lights.
You get a lot to like in Marlboro Country.
Lights: 14 mg "tar" 1.0 mg nicotine—
Menthol: 14 mg "tar" 1.0 mg nicotine—Kings: 18 mg "tar" 1.2 mg nicotine
100's: 18 mg "tar" 1.3 mg nicotine av. per cigarette, FTC Report Sept '73
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Source: https://www.industrydocuments.ucsf.edu/docs/ttwn0003
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